

Text to 911 Discussion



Because Carrier SMS services are a declining service, any Text-to-911 solution must apply equally to Over-the-Top (OTT) SMS services.

"OTT services that compete directly with mainstay telecom services, such as voice over IP and converged cross platform messaging, are obvious threats to telecom service providers, and indeed have resulted in significant loss of revenues." ¹

"...the cannibalization of SMS revenues by OTT players, currently estimated to be \$23.17bn, will reach \$54.37bn by 2016. Not only are OTT players changing consumers' messaging preferences, but the pressure they are exerting on operators' messaging services is forcing operators to offer increased SMS bundles and experiment with messaging pricing models, further dampening revenue growth."²

Sources:

- 1) Ovum, New Revenues Opportunities in Telecoms: 2013-2016 (published 10/3/2012), at p.18).
- 2) Ovum , Counteracting the Social Messaging Threat (Published July 2012), p. 10.



Simplified SMS Message Flow

Originating Service Provider OTT Provider **Text Gateway Provider** PSAP Network **PSAP ANI Controller** Over the Top **SMS** Message Text Control Wireless LBS Server Center ALI Controller Telephone Center Network **Platform ESINetwork** Step 1 911 Text Message Step 2 911 Text Message Step 3 Location Query-Step 4 Location Response (Rough Location) Step 5 Text + Location Step 6 —911 Text Message → Step 7 -What is your emergency-Step 8 What is your emergency Step 9 What is your emergency © 2011 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.



Simplified OTT Text Flow

